Welcome to MODUL University Vienna!

Karl Wöber (karl.woeber@modul.ac.at)

Tünde Mester (mester@itthon.hu)

Vincent Nijs (vincent.Nijs@toerismevlaanderen.be)

Olivier Ponti (o.ponti@atcb.nl)

Irem Arsal (irem.arsal@modul.ac.at)

Wireless LAN: for login & password see your name badge

- **Name, Destination/origin, Organisation**
- **Are you a registered TourMIS user? Since when? Do you use TourMIS on a regular basis? (d/w/m/a)**
- **Do you have data entry rights for a particular destination?**
- **How many times have you been to a TourMIS workshop?**

TourMIS

Information and decision support system for tourism managers, media, students, …

- Provides free and easy access to tourism statistics
- Platform for tourism associations to exchange data/information/knowledge

- Supports the harmonization of tourism statistics
- Tool to learn about the actual usage of tourism market research information
- Increases the application of management science models in tourism

1984

- ANTO decides to install a Management Information System (MIS) on a mainframe computer

1990

- MIS application is transferred to a PC (approx. 50 users)
- 10 Austrian provincial tourism managers introduce the brand name "TourMIS"

1998

- TourMIS moved to the Internet

1999/2000

- European Cities Tourism (ECT/ECM) starts using TourMIS as a platform to exchange tourism statistics
- European Travel Commission (ETC) starts using TourMIS for exchanging tourism statistics

History of www.tourmis.info

2001

- **New data source on the number of visitations to Austrian attractions**

2003

- **Executive summary tool introduced**

2004

- **ETC prepares the compilation of monthly statistics on TourMIS and collects information on definitions and methodologies**
- **over 100,000 queries answered by TourMIS**

2005

- **First TourMIS Workshops (Vienna & Brussels)**

2007

- **New features for analyzing seasonality and for compiling cultural tourism statistics**

2008

- **ECM Shopping Barometer**
- **4th ECM & ETC TourMIS Workshop followed by UNWTO seminar on forecasting methodologies**
- **UNWTO Ulysses Award**

2011

- **www.citytourismbenchmark.com**

2012

- **8th TourMIS Workshop & International Seminar on KPI for Destination Marketing**

TourMIS – Number of Inquiries 2011

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Austrian National Tourist Office www.tourmis.info · ETC CET · european cities marketing .com · STATISTICS AUSTRIA The Information Manager

TourMIS	All sources			National tourism statistics (ETC)			City tourism statistics (ECM)			Austrian tourism statistics (SA)		
Inquiries	2010	2011	10-11	2010	2011	10-11	2010	2011	10-11	2010	2011	10-11
Total	191.475	**199.417**	4,1%	45.083	**47.700**	5,8%	84.292	80.126	-4,9%	62.100	71.591	15,3%
in %	100%	**100%**		24%	**24%**		44%	40%		32%	36%	
English	105.164	114.671	9,0%	33.118	33.312	0,6%	60.002	54.590	-9,0%	12.044	26.769	122,3%
in %	55%	58%		73%	70%		71%	68%		19%	37%	
German	86.311	84.746	-1,8%	11.965	14.388	20,3%	24.290	25.536	5,1%	50.056	44.822	-10,5%
in %	45%	42%		27%	30%		29%	32%		81%	63%	
Browser	103.239	156.853	51,9%	17.987	41.016	128,0%	41.523	63.480	52,9%	43.729	52.357	19,7%
in %	54%	79%		40%	86%		49%	79%		70%	73%	
Excel	88.236	42.564	-51,8%	27.096	6.684	-75,3%	42.769	16.646	-61,1%	18.371	19.234	4,7%
in %	46%	21%		60%	14%		51%	21%		30%	27%	

- **200,000 inquiries per year**
- **15,000 per month**
- **every 3 minutes one inquiry!**
- **1-8/2012: 150,000 (+1.4%)**
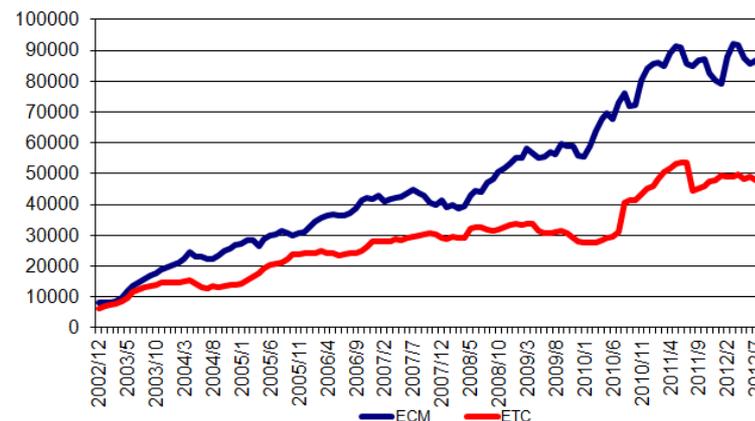
Origin of Users and Inquiries

TourMIS Users

- Tourism Organizations (DMOs) 12%
- Other Tourism Companies 15%
- Students 42%
- Other organizations 21%
- Private persons 10%

TourMIS Inquiries

- Tourism Organizations (DMOs) 35%
- Other Tourism Companies 7%
- Students 32%
- Other organizations 17%
- Private persons 9%
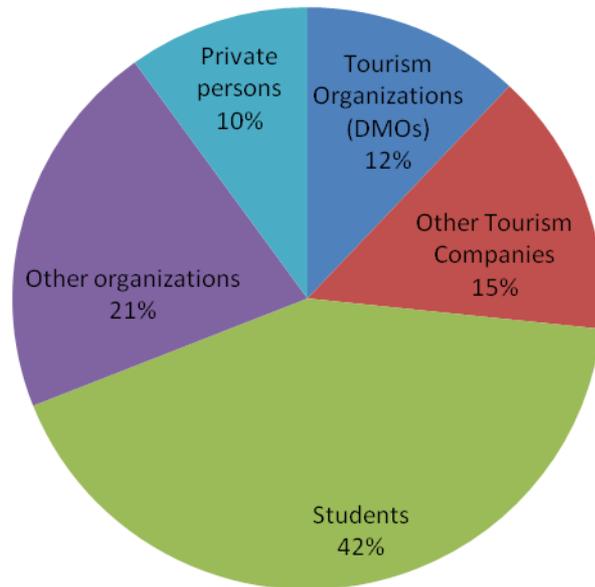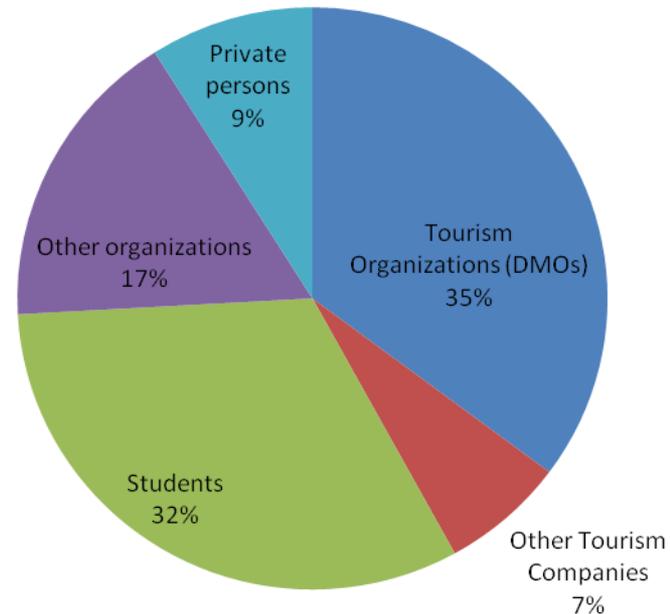
- •18.500 registered users (Sep 2012)
- •2,100 users active during the last 6 months

International Data Compiled in TourMIS

- **Arrivals**
- **Bednights**
- **60 markets, including domestic visitors**
- **Capacities (# of hotels and bed spaces)**
- **Average occupancy rate**
- **Annual/monthly data**
- **Absolute figures (and some relative figures)**

Registration: Authorized Persons should …

- … at least have a minimum knowledge on tourism statistics in his/her region (particularly about where to get information and how to read and interpret these tables)

- own a personal e-mail address (not an "office address" like office@modul.ac.at) and have access to the Internet at his/her desk

- be registered on TourMIS

- be willing to enter statistics on a regular basis

Send email to **tourmis@modul.ac.at**

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Before you start entering your figures you need to check the definitions available in TourMIS and the methodologies used for generating your data in your destination!

- **Visitors** vs. **visits** vs. **tourists**
- **Nights** vs. **overnights** vs. **bednights** vs. **roomnights**
- **All** vs. **collective** vs. **commercial** vs. **private forms of accommodation**
- **Hotels and similar forms of accommodation -** What is included in "similar?" Any minimum size?
- **What is city tourism?** When is a region defined as a city? How can we define the limits of a city?

- UNWTO & Eurostat vs. commonly used standards

A few questions to think about …

- Hotels or similar vs. collective/paid vs. all forms?
- Bednights or roomnights?
- Do bed/room-nights (arrivals at the place of accommodation) also include small units?
- Do your figures include data generated by unpaid forms of accommodation (VFR)?
- Does capacity information (# of accommodation suppliers, # of bed spaces) cover the same units as numbers on arrivals and/or bednights?

- **For city tourism**: Does your statistics cover the surrounding region or the "city area" only??

1. Arrivals of visitors at frontiers
2. Arrivals of tourists at frontiers
3. Arrivals of tourists in all paid forms of accommodation establishments
4. Arrivals of tourists in hotels and similar establishments
5. Bednights of tourists in all paid forms of accommodation establishments
6. Bednights of tourists in hotels and similar establishments
7. Number of all paid forms of accommodation establishments
8. Number of bed spaces in all paid forms of accommodation establishments
9. Average occupancy rate in all paid forms of accommodation establishments
10. Number of hotels and similar establishments
11. Number of bed spaces in hotels and similar establishments
12. Average occupancy rate in hotels and similar establishments

What is City Tourism?

Definition of City

Scope

Objective criteria
- Size
- Accommodation capacity
- Congress facilities
- Transportation facilities
- Cultural supply

Visitors' perceptions

City's self-image

Area

Greater city area

City trip relevant area

- **Criteria to become a member of ECM**
  - **More than 100,000 inhabitants**
  - **More than 3,000 beds in commercial accommodation**
  - **Conference facilities**
  - **A significant monumental and historic heritage**
  - **Cultural events**

- **Other criteria**
  - **Visitors' perceptions**
    - **Survey**
    - **Avg length of stay < 3**
  - **Self-image**
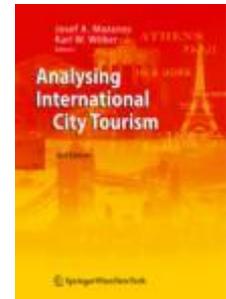
What are the Boundaries of a City?

Definition of City

Scope

Objective criteria
- Size
- Accommodation capacity
- Congress facilities
- Transportation facilities
- Cultural supply

Visitors' perceptions

City's self-image

Area

Greater city area

City trip relevant area
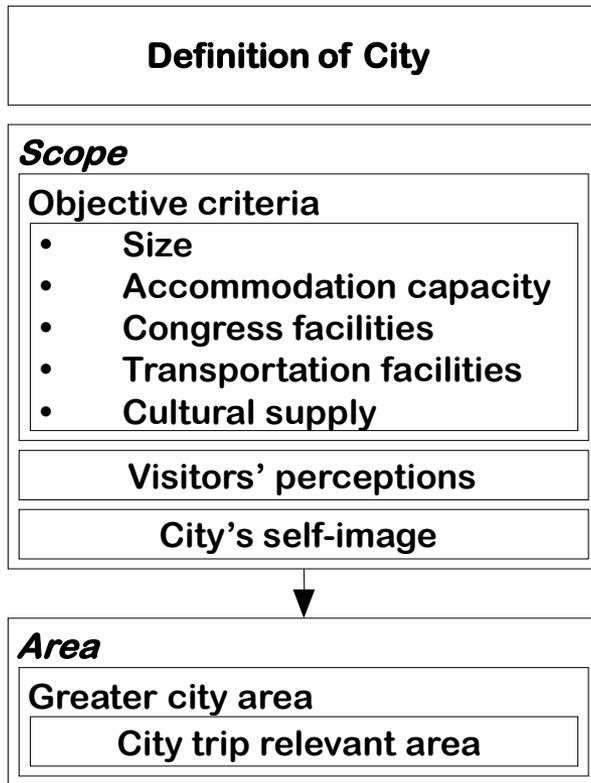
- **Definitions discussed by ECM**
  - **Political city limits**
  - **City area defined by the population density**
  - **Area defined by the places usually visited by city break visitors**
  - **Area accessible by public transportation from the city center (within a certain period of time)**
  - **Limits defined by the responsibility of the local tourist office**

26 Measures Compiled by ECM

Subject	Type of accommodation	Area/Scope	VFR	Arrivals	Bednights	Accomm. units	Bedspaces	Avg annual bed-occupancy
Visitors		Greater city		1				
		Inner city		2				
Tourists	all forms	Greater city	Exclusive	3	9	15	19	23
			Inclusive	4	10			
		Inner city	Exclusive	5	11	16	20	24
			Inclusive	6	12			
	Hotels and similar	Greater city		7	13	17	21	25
		Inner city		8	14	18	22	26

The Maintenance Concept

User database

Data Input Timetable

ECT Database

… for each city in database

Authorized user exists? — **Yes** →

Data due? — **Yes** →

Data updated? — **Yes** →

Generate benchmarks

No

No

No

Send general report

Send reminder (incl. instructions)

Send individual report

New data input features
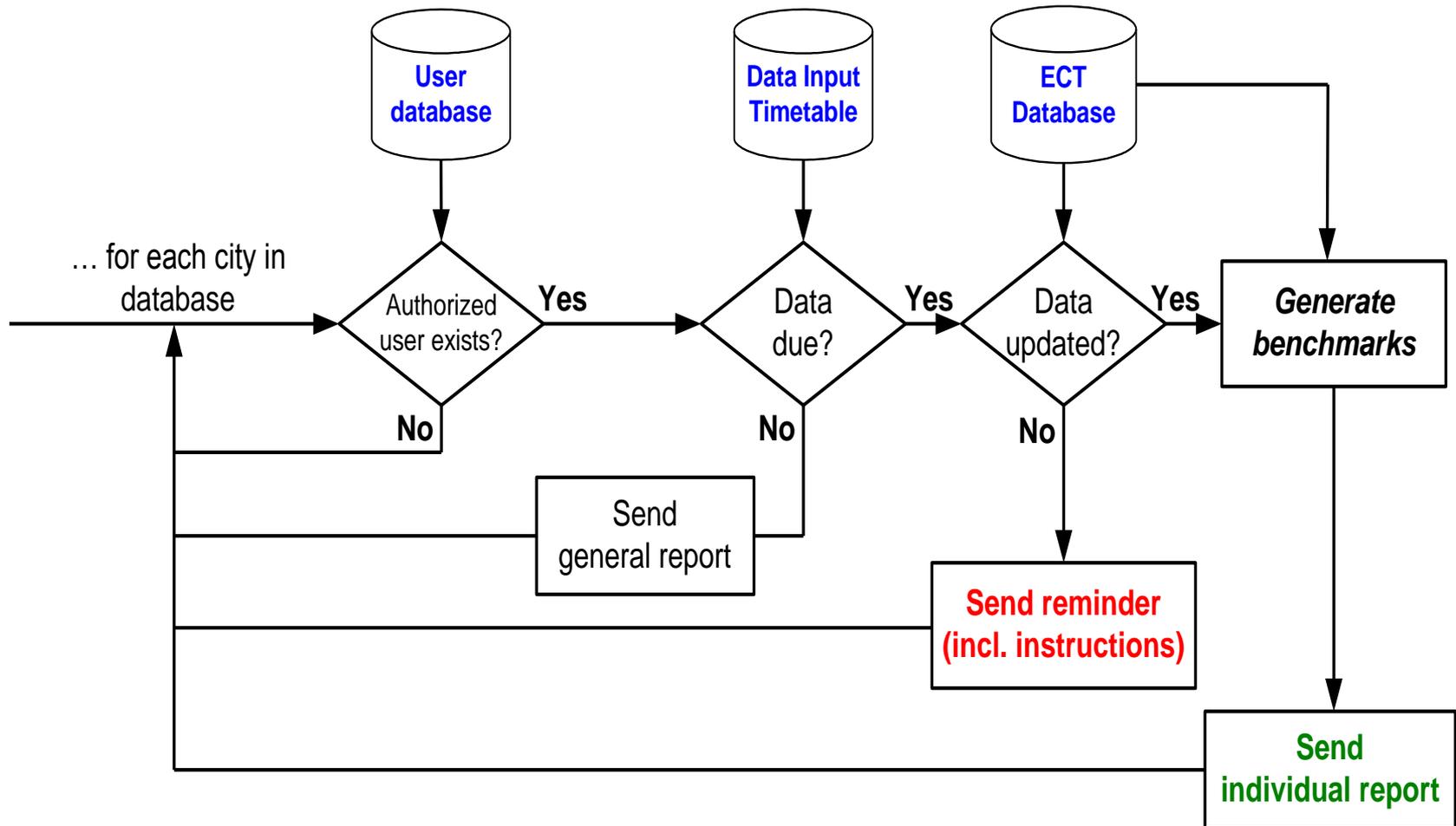
2011

- **Data Input Timetable with the option of selecting your own preferred definition**
- **Automatic control mechanism to avoid typos when entering data**

2012

- **Flexible data upload feature with MS Excel (ETC, ECM) - Tünde**
- **Measuring the average length of stay (ETC, ECM) - Tünde**
- **Revision of ETC's 'Latest available figures' section - Vincent**
- **Improved forms for entering capacities and footnotes (ETC, ECM) - Vincent**
- **Measuring and comparing seasonality (ETC, ECM) - Vincent**
- **Forecasting in www.citytourismbenchmark.com (ECM) – Olivier/Irem**
- **Destination performance indicators and portfolio analysis (AS, ETC, ECM) - Karl**

New region codes

- **New iso2 and iso3 codes for regions**
- **New cities added to the database (all capitals)**
- **NEW MS Excel templates!**

Name	code	iso2code
Cyprus	CYP	CY
Estonia	EST	EE
Latvia	LE	LV
Malta	MLA	MT
Monaco	MCM	MC
Montenegro	MO	ME
San Marino	RSM	SM
Serbia	SM	RS
Slovakia	SQ	SK

Name	code	iso3code
Madeira	ESMAD	FNC
Nancy	NAN2	ENC
Valletta (Malta)	VAL2	MLA
Ankara		ESB
Bucharest		OTB
Kiev		KBP
Nicosia		NIC
Podgorica		TGD
Riga		RIX
Sofia		SOF
Tbilisi		TBS
Moscow		MOW